



**University
Settlement**
FOUNDED 1910

SPONSORSHIP PROPOSAL

The 83rd Annual Grange Festival



August 9, 2024



**University
Settlement**
FOUNDED 1910

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ABOUT US

University Settlement is a charity that offers a wide range of settlement and social services, English language training, children, youth, and seniors programs, and recreation facilities and activities, including the Music & Arts School at University Settlement, the oldest community music school in Toronto.

Many of our programs are offered free of charge like our settlement, language and senior programs. Fees for our Day Care and Child Care programs, the Grange Fitness Centre, pool and gymnasium and Music & Arts School are well below private sector rates. Subsidies of between 30% and 70% for children's program fees are available to families who qualify.



At University Settlement, diversity, equity, and inclusion are at the core of who we are. We celebrate diversity and inclusion every day. Our three locations in downtown Toronto and North York are strategically located to serve diverse communities.





OUR VISION



Our vision is a community that is safe and healthy, and where individuals of all ages, from all social classes and cultures belong, mixing freely and respecting one another. In this place, people's basic needs are met and they have the opportunity to grow and learn through participation in artistic, cultural, recreational, educational and employment opportunities.

OUR MISSION



University Settlement helps individuals and families to learn and grow by engaging them in social, cultural, recreational and educational opportunities. Founded in 1910, University Settlement is committed to enhancing the quality of life of the people in the diverse communities we serve.



OUR VALUES

- Partnerships and teamwork
- Responsiveness to community needs
- Respect and celebrate the diversity of our community
- Operate with equity and fairness
- Accountability and transparency to our stakeholders
- Excellence in all that we do
- Nurture the potential of all those with whom we interact

MEET OUR TEAM



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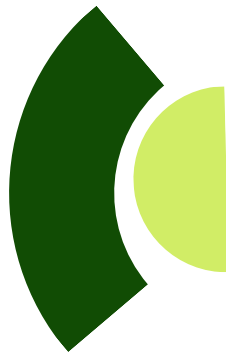
Priyanka Bakhshi

Manager, Development &
Communications

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WHAT WE DO?

Music & Arts



Day Care



Social Services



Children's Programs



Fitness & Recreation



Youth Programs



Aquatics



Language and
Settlement Support



Seniors



ABOUT THE GRANGE FESTIVAL

University Settlement is thrilled to announce the upcoming Annual Grange Festival, a vibrant celebration of community, culture, and creativity. As a cherished tradition in the heart of downtown Toronto, the Grange Festival promises a day of engaging performances, exciting activities, and memorable experiences for attendees of all ages.

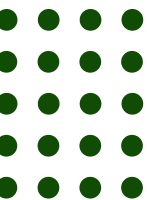
The Grange Festival, is a free public outdoor fair held in Grange Park. This year's festival promises to be a day filled with excitement, featuring a wide range of activities and performances for attendees of all ages. From engaging performances by newcomer artists to community tables showcasing services for newcomers, and everyone from children, to seniors, there's something for everyone to enjoy..


The Annual Grange Festival is an iconic event, steeped in history and tradition, and celebrates community, culture, and the arts, and we believe your support would greatly enhance its impact.

History

Since its inception in 1935, the Grange Festival has been a cornerstone of the University Settlement's commitment to fostering community cohesion and celebrating diversity. Originating as the Spring Festival and evolving into the Grange Festival, this event has been a platform for showcasing music, drama, and neighborhood parades.

In its inaugural year, thousands of spectators gathered in Grange Park to witness the vibrant display of national dances, ranging from Ukrainian to Chinese, Danish to Canadian square dances. Over the past years, the Grange Festival has grown in scale and significance, becoming a beloved tradition cherished by residents and visitors alike.

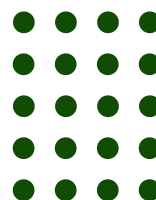


 **August 9, 2024**
11 am to 3 pm

 **Grange Park,**
24 Grange Road,
Toronto, M5T 1C3

- Community tables from over 25 community organizations working in the downtown Toronto area for everyone - newcomers, children, youth, seniors, racialized people, women and gender diverse individuals.
- Free games and food for children and all community members to enjoy so that socio-economic conditions do not come in the way of giving joy to the children in our communities.
- Performances by local artists representing the rich cultural mosaic of our community

EVENT HIGHLIGHT



WHY

SPONSOR THE GRANGE FESTIVAL

The Grange Festival embodies the spirit of community, diversity, and inclusivity, aligning with the values and objectives of forward-thinking corporates. The Grange Festival, promises to be an enriching experience for attendees of all ages, featuring engaging performances, interactive activities, and valuable resources from local community organizations.

Key Highlights:

- With a **footfall exceeding 5,000 attendees**, the Grange Festival offers an unparalleled opportunity for sponsors to reach a large and diverse audience. Your organization's support will be prominently recognized before, during, and after the event, maximizing exposure and brand visibility.
- The Grange Festival receives **media coverage**, including press releases, social media posts, and news articles, further **amplifying your organization's brand visibility and reach**. Sponsors will benefit from heightened visibility and positive publicity, enhancing corporate reputation and market reach.
- Sponsoring the Grange Festival provides corporates with a unique opportunity to **engage directly with community members, particularly newcomers to Canada**. By supporting this inclusive and welcoming event, sponsors can demonstrate their commitment to diversity, inclusion, and community empowerment, fostering meaningful connections and building trust with key stakeholders.
- The Grange Festival serves as a platform for **cultural exchange and understanding**, showcasing the rich tapestry of traditions, languages, and experiences that define our community.
- Sponsoring the Grange Festival demonstrates **corporate commitment to community solidarity and social responsibility**. By investing in this beloved event, sponsors can showcase their dedication to supporting local initiatives and fostering a sense of belonging and unity among residents, employees, and stakeholders.

SPONSOR PACKAGE

Your sponsorship is not only a great way to gain visibility for your company, but also an opportunity to reward your staff, or have a great day with family and friends. Your sponsorship dollars go towards supporting exceptional Children's / youth, seniors and newcomer programs at University Settlement.

Platinum 10000

- Logo on main event signage, flyers, webpage
- Logo on US Website - 1 year
- Social Media recognition and cross posting
- Table at Event
- Logo on invites/ advertisements of the event
- Acknowledgement in annual report
- Acknowledgement from the podium as main Sponsors (cheque presentation)
- Logo on Event T-Shirt

Gold 5000

- Logo on main event signage
- Logo on Website - 1 year
- Social Media Recognition
- Table at Event
- Acknowledgement in annual report
- Logo on invites
- Acknowledgement from the podium as supporting Sponsors
- Logo on Event T-Shirt

Silver 2000

- Logo on main event signage (Small)
- Logo on Website - 1 year
- Social Media Recognition
- Table at Event
- Acknowledgement in annual report
- Logo on Event T-Shirt

There are lots of ways to get involved! You can also engage with Grange Festival participants through a range of activations, such as new product launches, and more. We will gladly work with you to develop the opportunity that works best for you. Sponsorship packages are customizable





Join Us in Making a Difference:
We invite you to join us in making the
Annual Grange Festival a resounding
success. Together, we can create a
lasting positive impact in the
Toronto community while
showcasing your organization's
commitment to social responsibility
and inclusivity. Let's start a
conversation today!

THANK YOU!

Contact

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PS - If sponsorship is not the right fit, consider supporting our programs. Your generosity will benefit our entire community, Read more about our impact stories and the difference YOU can make in YOUR community! Scan the QR code below.

